



## Hawai'i Tourism Oceania

### HAWAII TOURISM OCEANIA NEWSLETTER – MARCH 2004

Aloha, Kia Ora, G'day !

Another busy month has flown by for your Hawaii Tourism team 'Down Under'. Expos, Roadshows, Press trips, Famils have been the order of the day, with some excellent exposure resulting for Hawaii.

Mahalo to all those who have assisted us with these activities. We've included a 'Mahalo's of the Month' section in our newsletter as a thank you to those who have helped us along the way. We are sure that you will reap the benefits.

To follow is an update of some of the major events which have taken place:

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*Nb, This newsletter is best read in html version which will enable you to go directly to the preferred article by clicking on the headline.*

#### NEW ADDITION TO THE AUSSIE TEAM

Hawaii Tourism in Sydney would like to extend a warm ALOHA to Samantha Stirling who joins the team as Marketing Assistant. Samantha is half Australian and half American and recently spent 10 months working on the Island of Maui and has a great knowledge of all the Islands. She is proving a real hit with the travel agents and consumers calling our Hawaii Hotline! Samantha can be contacted on [ssstirling@hawaiiitourism.com.au](mailto:ssstirling@hawaiiitourism.com.au)

For full details of both the Australian and New Zealand offices, go to [contact us](#)

#### MAJOR NEWS - AUSTRALIA

**Channel 7 "The Great Outdoors" Hawaii travel segment:** 8th March. The Great Outdoors, which screens nationally on the Seven Network every Monday night, aired a segment on Oahu and specifically Pearl Harbor. The show recorded 1.9 million viewers.

**Award for Hawaii Tourism's Press Kit –** Our locally compiled Hawaii Tourism press kit was voted by 9-5 Magazine as the 'Best thing to cross the editors desk' for the month of February. This weekly magazine is distributed at major public transport hubs, such as inner city stations and 45,000 are printed each week.

**Creative Holidays send their top 35 agents to Hawaii** – Creative Holiday's top 35 agents visited Hawaii from 19-22 February. HTO contributed to their visit through the sponsorship of their final dinner, attended by Noelani Schilling-Wheeler (OVB) on behalf of HTO. Thanks so much to Macy's and Waikale Premium Outlets for the shopping discounts that they provided for the group and to the Sheraton Moana Surfrider for the fabulous location for their final meal in Hawaii!

**Norwegian Cruise Lines & HTO Host Media Lunch** – HTO was invited to co-host this media event attended by 15 prominent travel writers. The aim of the lunch was to promote NCL's new cruise ships in Hawaii and update the media with Hawaii destination information. Steven Matsuo from NCL Honolulu and Helen Williams from HTO were the guest speakers.

**Additional tour wholesalers produce new Hawaii programs** –In addition to the new Explore Holidays programme advised in last month's newsletter we also have two additional operators who have recently launched dedicated Hawaii Programmes, Talpacific Holidays Hawaii brochure is hot off the press and looks great and Spree Holidays are set to launch their Hawaii programme as part of their 'Spree Island Holidays' division with their first campaign in the market place on the 13th March.

**Cover story – Travel week.** The cover story in this week's Travel Week publication featured Helen William, HTO. The byline used by the editor read "Fresh new ideas for promoting Hawaii" and included an outline of our promotional plans for 2004.

#### MAJOR NEWS - NEW ZEALAND

You might think that us Kiwis have been spending all our time basking in the glory of The Lord of the Rings' Oscars success. (we had to get that in somewhere). But no, it has been a busy month with plenty of positive activities taking place.

#### Flight Centre Consumer Expos

The Flight Centre Retail Travel chain is the largest in New Zealand and organizes a major consumer show annually. Hawaii Tourism New Zealand attended the Auckland show which attracted 11,000+ visitors

Pictured to right is Jill Gardner from the Auckland office selling the virtues of a Hawaiian holiday to one of those 11,000.



### **Television New Zealand "Taste Hawaii" Filming complete**

Filming for a Hawaii version of this top rating show has now finished. But what happened to the beautiful Hawaiian weather ?! Unfortunately, it was a bit damp during the week of filming, however both the OVB and BIVB have been able to assist with some perfect sunny footage. The ½ hour program will air to a Nationwide Primetime audience in September/October.

### **Trade Journalist Visits Oahu, Maui & Molokai**

A journalist from Trade publication, Travel Digest, is currently visiting Hawaii in preparation for a dedicated Hawaii feature which they are compiling. (assisted by the HTO and partners) The feature will provide excellent exposure and profile for Hawaii, so if anyone is interested in advertising, please contact Darragh Walshe, per details below.  
[Contact us](#)

### **Media Press Releases**

Thank you to those who have sent us media news and releases. We send out a regular e-newsletter to a database of 45 New Zealand travel journalists and will include any pertinent material that you send us. The best email to send this to is [info@hawaii-tourism.co.nz](mailto:info@hawaii-tourism.co.nz) as it is then read by our staff as well, keeping them up to date with your latest product news.

### **UPCOMING EVENTS AUSTRALIA**

#### **HTO SUPPORT '50 FIRST DATES PROMOTION'**

In conjunction with wholesaler Talpacific and Hawaiian Airlines, 600 agents will be invited to attend the premiere of this movie in Sydney, Melbourne and Brisbane on 22 March 2004.

#### **TRAVEL TRADE AND TRAVEL WEEK HAWAII FEATURES**

Both of the major trade publications are focusing on Hawaii for a dedicated feature in April/May. Thanks so much to everyone that sent in stories and press releases – they have all been passed on to the journalists for consideration!

#### **LAUNCH OF HAWAIIAN AIRLINES SYDNEY-HONOLULU SERVICE**

Hawaii Tourism Oceania continues to work closely with Hawaiian Airlines in all the activities surrounding their launch.

### **UPCOMING EVENTS NEW ZEALAND**

The following are some of the upcoming events taking place in the New Zealand market. If you require more information on this, or would like to discuss partnership opportunities, please contact us

- \* Hawaii Feature in Travel Digest Trade Publication, May – Advertising & Editorial opportunities
- \* Month of Lei co-op trade & PR campaign; May
- \* Preparation of Travel Agents Specialist program
- \* Regular e-newsletter to New Zealand Travel Journalists – press releases welcomed
- \* The 2005 Flight Centre Consumer Shows are planned for Feb 2005 in Auckland, Wellington & Christchurch – we will advise dates when they are released

### **MAHALOS OF THE MONTH**

*For Famil assistance:*

- Sheraton Moana Surfrider Resort
- Macy's
- Waikiki Aquarium
- Shop Hawaii USA
- Fairmont Orchid Resort
- Waikale Premium Outlets

*For Press assistance*

- Castle Hotels & Resorts
- Molokai Mule Ride
- Seaplane Tours
- Wailea Golf Club
- Ohana Keauhou Beach Resort
- Aston Hotels & Resorts
- Hawaiian Airlines
- Aloha Airlines

*plus all the Island Chapters for your on-going support*

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